

**WHAT IS CLAIMED IS:**

1. A method for creating a portal web site, comprising:  
  
collecting preference data from a user of the portal web site, the preference data  
  
identifying a set of user preferences about the appearance and operation of  
  
the portal web site;  
  
storing the preference data within a database; and  
  
generating the portal web site based upon the preference data.
2. The method of claim 1, further comprising the following step performed before the  
step of collecting preference data:  
  
storing seed data within a database, the seed data identifying an initial appearance  
  
and operation of the portal web site.
3. The method of claim 2, wherein the step of storing the user preference data  
includes the steps of:  
  
making a copy of the seed data stored in the database; and  
  
modifying the copied seed data to reflect the user preferences.
4. The method of claim 1, wherein the step of generating the portal web site is  
performed entirely within the database.
5. The method of claim 1, wherein the step of generating the portal web site  
comprises creating one or more user based upon the preference data, wherein each  
user may access the portal web site.

6. The method of claim 5, wherein the step of generating the portal web site comprises generating a set of groups based upon the preference data, wherein the set of groups may comprise one or more users, and each group may be configured such that the one or more users within the group may have a permission to access a portion of the web site.
7. The method of claim 6, wherein each group may have a different permission to access a different portion of the portal web site.
8. The method of claim 1, further comprising:  
transmitting an email to a user to indicate that the step of generating the portal web site is complete.
9. The method of claim 1, wherein the preference data comprises data identifying a set of portlets to appear on the portal web site.
10. The method of claim 1, wherein the step of generating the portal web site is performed by storing data in a portal schema, wherein the portal schema contains data comprising two or more portal web sites.
11. A computer-readable medium carrying one or more sequences of instructions for creating a portal web site, wherein executing of the one or more sequences of instructions by one or more processors causes the one or more processors to perform the steps of:

collecting preference data from a user of the portal web site, the preference data  
identifying a set of user preferences about the appearance and operation of  
the portal web site;  
storing the preference data within a database; and  
generating the portal web site based upon the preference data.

12. The computer-readable medium of claim 11, further comprising the following step performed before the step of collecting preference data:  
storing seed data within a database, the seed data identifying an initial appearance and operation of the portal web site.
13. The computer-readable medium of claim 12, wherein the step of storing the user preference data includes the steps of:  
making a copy of the seed data stored in the database; and  
modifying the copied seed data to reflect the user preferences.
14. The computer-readable medium of claim 11, wherein the step of generating the portal web site is performed entirely within the database.
15. The computer-readable medium of claim 11, wherein the step of generating the portal web site comprises creating one or more user based upon the preference data, wherein each user may access the portal web site.

16. The computer-readable medium of claim 15, wherein the step of generating the portal web site comprises generating a set of groups based upon the preference data, wherein the set of groups may comprise one or more users, and each group may be configured such that the one or more users within the group may have a permission to access a portion of the web site.
17. The computer-readable medium of claim 16, wherein each group may have a different permission to access a different portion of the portal web site.
18. The computer-readable medium of claim 11, further comprising:  
transmitting an email to a user to indicate that the step of generating the portal web site is complete.
19. The computer-readable medium of claim 11, wherein the preference data comprises data identifying a set of portlets to appear on the portal web site.
20. The computer-readable medium of claim 11, wherein the step of generating the portal web site is performed by storing data in a portal schema, wherein the portal schema contains data comprising two or more portal web sites.